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January 9, 2019

Gregory R. Schwartz, Chairman
Land Use Committee
City of Newton City Council
1000 Commonwealth Avenue
Newton, MA 02459

Re: Northland Newton Development TDM Summary

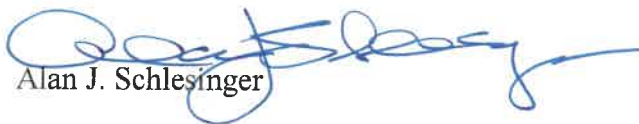
Dear Councilor Schwartz;

In anticipation of the transportation discussion planned for January 15 Northland wishes to submit the attached document entitled "Summary of TDM Provisions" dated January 9, 2019.

This document is intended to summarize the transportation demand management proposals which have been previously contained in Northland's presentations, in the VHB Transportation Impact and Access Study and in the 128 Business Council Transportation Implementation Plan.

We thought it might be useful for the Committee to have the various elements available in a single summary document to facilitate discussion.

Very truly yours,


Alan J. Schlesinger

AJS:sjk

cc: Land Use Committee
Planning Board
Jennifer Caira
Michael Gleba

SUMMARY OF TDM PROVISIONS

The purpose of this Summary is to aggregate the TDM proposals contained with the VHB TIAS and the 128 Business Council Transportation Implementation Plan. This Summary anticipates the later drafting of a Transportation Demand Management Plan which will provide for:

- (i) management of Project traffic generation and parking
- (ii) periodic review of both the physical and programmatic elements of the Project's demand management and
- (iii) Scalability of the traffic management program during development and opportunities for review of the program and methods of incremental changes to the program to accommodate changes over time.

The goals of traffic generation and parking management and related, both being efforts to reduce traffic generated from the Project whether by reducing the need for an automobile or encouraging multi-occupant vehicle trips.

This Summary is intended to address variables including:

- (i) Phased construction of the Project
- (ii) Phased uses within the Project
- (iii) Changes over time in demands
- (iv) Changes in technologies
- (v) Changes in regulatory environments

This Summary reviews the integration of physical planning of the Project and programmatic planning for implementation.

Physical Planning

Pedestrian Traffic

Enhancement of the pedestrian experience through and adjacent to the Project is a method of reducing vehicle trips. Needham Street itself may not be an ideal pedestrian experience, but it is better now than it was some years ago and it can be enhanced, while

the ambiance within the Project should be very pedestrian friendly. Pedestrian enhancements at the perimeter will include:

- Sidewalk improvements along Needham Street as part of the Project
- Signalized crosswalk at Charlemont Street to allow pedestrian access to the East side of Needham Street
- Pedestrian access down Charlemont Street to a new connection to Christina Street
- Removal of the Greenway fence and enhanced access to the Greenway

Within the Project pedestrian-friendly elements to encourage walkability include:

- Wayfinding signage throughout the Project for pedestrian routes
- Slow streets with raised tables to reduce traffic speed
- Seating areas in pocket parks and along sidewalks throughout

In addition the Needham Street Redesign project and the related Oak/Christina Street project to be implemented starting in 2019-2020 will:

- Update signal timing for pedestrians throughout the corridor
- Add 7 additional crosswalks in the Needham Street/Highland Ave. corridor
- Reconstruct sidewalks

Bicycles

Accommodations for bicycles will be built into the Project including:

- 1105 secure bicycle parking spaces are planned in the Project, spread among the residential, office and retail/restaurant spaces
- Provision at the Mobility Hub for LimeBikes or any similar successor program
- Bicycle repair stations with air pumps
- Availability of showers for office tenants.
- Enhanced access to the Greenway and Upper Falls

- Wayfinding signage throughout the project for bicycle and shared routes

In addition the Needham Street Redesign project and the related Oak/Christina Street project to be implemented starting in 2019-2020 will:

- Introduce raised bike lanes throughout the corridor and including over the Charles River bridge
- Provide new traffic signals at Winchester Street at Route 9 WB and EB in addition to the traffic signal at Charlemont Street.

Mobility Hub

Northland intends to construct a Mobility Hub of at the front entrance to the Project. The Mobility Hub will provide both a TDM program and a physical presence allowing for:

- High profile transit spot at the front entrance
- Transit and shuttle waiting room adjacent to the parking area
- Rest rooms
- Message Boards – electronic information boards such as, for example, a “Soofa” sign, digital and static signage, maps, information boards, T schedules; real-time transit information
- Adjacent pick-up and drop-off for shuttles
- Possible adjacent café space
- Designated traffic coordinator and staffing during certain hours to provide TDM coordination,

Car sharing

Northland will seek to have initially 4 Zip-Car or equivalent car sharing vehicles in a defined area at the Project when fully constructed, scaled appropriately for the construction/phasing period. The car sharing vehicles will be in designated parking areas.

Wayfinding signage throughout the development and at the car sharing services locations will facilitate use of the vehicles.

Program Planning

In addition to the physical planning, spaces, and wayfinding a comprehensive program of alternatives to single occupancy vehicles is proposed to be implemented in a scaled manner commencing with the first occupancy of the Project. Elements of the program are planned to be:

128 Business Council Shuttle Plan

The 128 Business Council has presented a final report dated October 16, 2018 which calls for four routes of shuttles being:

- Route 1 Newton Circulator
- Route 2 Needham Commuter
- Route 3 Cambridge Express
- Route 4 Boston Express

Sample hours of operation are included for each route in the 128 BC report, and each of the routes is scalable, generally by hours of operation. Reference is made to the 128 BC report for details on the proposal as to the types of vehicles proposed, the rider experience, and the software and technology of the shuttle program.

Northland notes that this shuttle system is of unprecedented scope and scale within our experience. Consistent with the variables cited above as to construction, occupancy, uses mix and future technology, the shuttle system will be phased in and scaled up to an appropriate level consistent with demand. The upside scaling of the shuttle system is unlimited, as the shuttle may connect to other regional resources such as Founders Park and may intersect with the provision of services to other riders. 128 BC has been operating business shuttle services for over 30 years, and is currently running shuttles from Newton Highlands to Needham, and the Northland shuttle will complement and enhance that program.

Alternate Transportation Programming

The Mobility Hub and the transportation coordinator can also provide scalable programs for encouraging multi-passenger vehicle trips on the one hand and discouraging car ownership on the other. These steps will be described in the Transportation Demand Management Plan, are intended to work in coordination with each other and to be scalable to demand and may include:

- Car sharing memberships – the Project may provide an introductory membership cost subsidy for new residents who do not have cars;
- T passes – the Project may work with employers to subsidize T passes for employees
- Guaranteed ride home – the Project may work with employers to subsidize rides home for employees who need to leave early in an emergency or stay late and miss their transportation
- Shuttle subsidies – the Project may provide introductory shuttle subsidies to acclimate riders to the shuttle system
- Company UBER/Lyft – the Project or employers may provide prepaid or charged transit on demand through the Mobility Hub.

Project Use Mix

As a mixed use center the Project's mix of uses is intended and expected to reduce aggregate traffic demand through providing the mix of housing, jobs, services and transit on site. The Project itself is a demand management technique. The visits from office workers to the restaurants or from residents to shops are referred to as "internal capture trips" which are provided a projected reduction in the ITE Trip Generation Handbook.

In addition the availability of services adjacent to the Project will also reduce traffic trips. For example across the street from the Project is the Bright Horizons

day care center, where we anticipate some residents and some office employees will obtain child care by walking across the street. The Project residences could be attractive to workers at the office building at 233 Needham Street, and the enhanced pedestrian amenities from the Needham Street redesign will mean that for purposes of the mix the Project area is greater than the Project itself. These uses are not internal to the Project but are proximate and serve the same function as “internal capture trips”.

Metrics

Metrics are an important program element to measure success and to scale the elements of the project. The success of the steps in this Summary and in the final Transportation Demand Management plan is quantifiable by measuring:

- Riders on the 128 BC shuttle
- MBTA bus ridership
- Bikers in the bike parking
- Ride share users
- Carpoolers
- Zip car usage
- T passes
- Guaranteed rides home
- Daycare users
- Mobility Hub usage

The Project TDM coordinator can track each of these metrics to see which programs are successful. Not all will be, and some may be successful at different times and at different points in the development schedule. The creation of alternatives, the monitoring of choices and adaptability will be critical to overall success.

Parking

Many of the TDM strategies are designed to reduce not necessarily trips but parking. Northland intends to charge separately for residential parking except for residents of affordable units who are entitled to a space within their rent. The price of parking will be set to keep the demand down to meet the supply, and Northland has

alternative strategies if parking restrictions significantly impact the ability to rent units, including:

- Tandem parking in the garages
- Possible valet parking for some residents or commercial users

Scalability/Adjustments/Review

This Summary describes steps which are intended to be scaled to the construction schedule of the Project. In scaling up the scope of the final Transportation Demand Management Plan as the Project comes online the interim goals of implementation are:

- Early opening and operation of the Mobility Hub and information services;
- Coordination with employers for employee transit and parking
- Coordination with 128 BC and Newton Needham Chamber
- Coordination with area businesses including Founders Park, Wells Ave. and Needham Street
- Providing programmed transit services for residents and employees
- Staged implementation of the Plan appropriate to scale and demand

This Summary is written in 2019, and Northland anticipates the Project to be built out and occupied by 2025. The final TDM Plan when drafted and the 128 BC shuttle services in particular are designed as “stand-alone” services which Northland is prepared to provide. However, Northland is aware that the environment is not static, that regional growth, economic growth or contraction, regulatory changes or disruptive technologies may affect underlying facts or create new or additional demand management strategies or, on the other hand, make strategies in this Summary or in the final TDM Plan impractical. Both Founders Park in Needham and parts of Wells Avenue in Newton have zoning requirements to participate in a transportation management association. It is clear

that these properties will evolve over time, that coordination among the properties is to the advantage of all and that this plan and the shuttle services provided should be and will be adjusted.

The final TDM Plan should be subject to revisions at not less than three points in time:

1. Prior to the commencement of construction Northland will review prepare the final TDM Plan to reflect elements for which facts or programs may have changed;
2. Prior to the commencement of the anticipated second phase of the Project Northland will review the TDM Plan to reflect experience to date and to adjust elements for which facts or programs may have changed.
3. One year after issuance of a final certificate of occupancy for the Project Northland will conduct a post occupancy traffic study to document and assess (i) the actual traffic characteristics, volumes, and operating conditions of the Project including safety and crash results; (ii) evaluate the success and refine the elements of the TDM Plan including parking utilization and residential and commercial tenant mode shares; and (iii) assess traffic volumes and operating conditions at the Project site. Traffic counts will be performed under average-month conditions while public schools are in regular session. The results will be submitted to the City prior to the end of the calendar year in which the study is completed and analyzed to review the actual traffic and parking characteristics of the Project and to assess traffic volumes and operating conditions at the Project. The results of the traffic study and peer review will be provided to the Director of Planning and Development, the Director of the Transportation Division of Public Works for review.

If the results of the traffic study indicate the actual measured traffic volumes associated with the Project as constructed and occupied exceed the trip estimates presented in the Traffic Impact Assessment by more than 10 percent of the projected trip generation for the then occupied uses, as

measured at the Needham Street driveways serving the Project, other than through matters changing the “no-build” condition through unanticipated additional development, then Northland shall meet with the Director of the Planning and Development Department and the Director of Transportation for the Department of Public Works to discuss expansion or modification of the TDM in order to increase use of public transportation, or other alternatives to automobile travel.